CLAIMS

Please amend the claims as follows. Please cancel claims 23-26 without prejudice. Please amend claims 1 and 2 and add new claims 39-42.

1. (Currently Amended) A method for providing a game redemption system, the method comprising:

allowing a tournament game to be played in exchange for a monetary input wherein the tournament game is selectable from a plurality of differing tournament games;

awarding either prize credits or one or more merchandise prizes based on an event that is associated with play of the tournament game; and

allowing a redemption of the prize credits or the one or more merchandise prizes using a video selection interface screen that is associated with the game redemption system, wherein said video selection interface screen further comprises one or more web pages with one or more GUI controls whose associated events result in calls to a centralized server;

displaying advertising to a user during redemption of the prize credits;

and

providing a profile of the user to an advertiser responsive to displaying advertising from the advertiser.

2. (Currently Amended) A method for providing a game redemption system, the method comprising:

allowing a tournament game from a plurality of differing tournament games to be played in exchange for monetary input;

based upon play of said tournament game, awarding at least one form of prize selected from a group comprising:

        prize credits;

        merchandise prizes;

allowing redemption of said prize credits and merchandise prize by displaying information from websites corresponding to a plurality of centralized servers that coordinate and regulate prize distribution, wherein said information from websites include one or more web pages with one or more GUI controls whose associated events result in calls to one or more of said centralized servers;

        <u>displaying advertising to a user during redemption of the prize credits</u>.

3.   (Previously presented) The method as recited in claim 2, wherein displaying information from websites occurs on a display associated with a game unit where said prize credits are won.

4.   (Previously presented) The method as recited in claim 2, wherein displaying information from websites occurs on a display that is different from a game unit where said prize credits are won.

5.   (Canceled)

6.   (Previously presented) The method as recited in claim 2, wherein said at least one of a plurality of web pages is associated with using one or more technologies that are selected from a technology group comprising:

        HTML technology; and

        standard format web page technology.

7.   (Canceled)

8.   (Previously presented) The method as recited in claim 6, wherein said standard format web page technology includes Java technology, C++ technology, Microsoft.net technology, Macromedia Flash, or Visual Basic technology.

9.   (Previously presented) The method as recited in claim 2, further comprising providing prizes by performing one or more acts selected from a group comprising:

delivering said prizes by use of a commercial delivery service to a location selected by said one or more winning players;

delivering said prizes from a first game unit where prize credits are redeemed;

delivering said prizes from a second game unit that is different from said first game unit at which said tournament game was played;

delivering said prizes from a prize redemption kiosk;

allowing an accumulation of prize credits to an electronic player account associated with said one or more winning players; and delivering a prize credit voucher.

10.   (Previously presented) The method as recited in claim 2, further comprising receiving address information of any player of said tournament game or user of said game redemption system.

11.   (Previously presented) The method as recited in claim 10, wherein receiving address information of any player of said tournament game includes manually entering said address information into said game redemption system.

12.   (Previously presented) The method as recited in claim 10, wherein receiving address information of any player of said plurality of differing tournament games includes

automatically extracting said address information when said player provides a player tracking card or similar electronic identification card, wherein said player tracking card contains specific information for identifying said player.

13. (Previously presented) The method as recited in claim 10, wherein receiving address information of any player of said plurality of differing tournament games includes automatically extracting said address information when said player provides monetary input into said game redemption system through use of a credit or debit card or similar electronic identification.

14. (Previously presented) The method as recited in claim 2, wherein redemption of merchandise prizes includes redemption of local prizes dispensed from a machine where said tournament game was played.

15. (Previously presented) The method as recited in claim 2, wherein redemption of said merchandise prizes includes dispensing a bar coded coupon for redemption of said merchandise prizes at any participating prize redemption facility.

16. (Previously presented) The method as recited in claim 15, wherein said any participating prize redemption facility includes retail locations.

17. (Previously presented) The method as recited in claim 2, wherein redemption of said merchandise prizes includes dispensing a prize ticket for redemption of said merchandise prizes at any machine adapted for receiving said prize ticket.

18. (Previously presented) The method as recited in claim 2, wherein redemption of prize credits includes dispensing local prizes from a machine where said prize credits are earned.

19.   (Previously presented) The method as recited in claim 2, wherein redemption of prizes credits includes using any one machine selected from a group comprising:

any game unit that is adapted for redeeming prize credits:

by accepting a prize credit voucher; by accepting a media containing electronic data indicating said prize credits;

by allowing redemption of prize credits stored in an electronic account associated with said player; and

a prize-redemption facility that is adapted for redeeming prize credits:

by accepting said prize credit voucher;

by accepting bar-coded coupons;

by accepting said media containing electronic data indicating said prize credits; and

by allowing redemption of prize credits stored in said electronic account associated with said player.

20.   (Previously presented) The method as recited in claim 19, wherein said prize-redemption facility is an automated kiosk.

21.   (Previously presented) The method as recited in claim 19, wherein said prize-redemption facility is a retail location.

22.   (Previously presented) The method as recited in claim 19, wherein said prize-redemption facility is a manual kiosk operated by an attendant associated with said game redemption system.

23-26. (Cancelled)

27.   (Previously presented) The method as recited in claim 2, further comprising allowing an accumulation of said prize credits from at least one or more tournament games.

28.   (Previously presented) The method of claim 2, wherein said game redemption system is customizable by an operator.

29.   (Previously presented) The method of claim 28, wherein said customization includes one or more acts from a group comprising:

selecting said plurality of prizes that are to be available in said game redemption system to players of said plurality of differing tournament games;

customizing description and images of a plurality of prizes that are to be available;

customizing a payout input, said payout input indicating a desired amount of payout that said operator wishes to provide back to players of said plurality of differing tournament games in terms of a monetary value of said plurality of prizes; and

customizing a prize cost for each of said plurality of prizes in terms of said prize credits winnable by playing said plurality of differing tournament games, wherein said prize cost is determined in accordance with said desired amount of payout; and

customizing a prize selection screen associated with redemption of said prize credits and merchandise prizes, wherein said prize selection screen is adapted for portraying said plurality of prizes and a corresponding prize cost associated with each of said plurality of prizes.

30.   (Previously presented) The method of claim 2, further comprising providing an onscreen or printed coupon order-status information of a redeemed prize to a person who has requested said order-status information.

31. (Previously presented) The method of claim 1, wherein the content of said one or more web page reflects a user profile.

32. (Previously presented) The method of claim 31, wherein said tournament game is not allowed to be played if said user profile indicates that said tournament game would be illegal.

33. (Previously presented) The method of claim 1, wherein the content of said one or more web pages includes one or more prizes based at least in part on a user profile.

34. (Previously presented) The method of claim 1, wherein the content of said one or more web page includes one or more advertisements based at least in part on a user profile.

35. (Previously presented) The method of claim 1, wherein the content of said one or more web page includes one or more advertisements by an advertiser and wherein a user profile is sent to said advertiser as a result of an action by a user.

36. (Previously presented) The method of claim 1, wherein said one or more web pages further comprise a virtual shopping cart.

37. (Previously presented) The method of claim 1, wherein the API calls are URL-based calls.

38. (Previously presented) The method of claim 1, wherein the API calls are communicated to the centralized server using secure sockets layer.

39.   (New) The method of claim 28, wherein said customization includes:

selecting said plurality of prizes that are to be available in said game redemption system to players of said plurality of differing tournament games;

customizing description and images of a plurality of prizes that are to be available;

customizing a payout input, said payout input indicating a desired amount of payout that said operator wishes to provide back to players of said plurality of differing tournament games in terms of a monetary value of said plurality of prizes;

customizing a prize cost for each of said plurality of prizes in terms of said prize credits winnable by playing said plurality of differing tournament games, wherein said prize cost is determined in accordance with said desired amount of payout; and

customizing a prize selection screen associated with redemption of said prize credits and merchandise prizes, wherein said prize selection screen is adapted for portraying said plurality of prizes and a corresponding prize cost associated with each of said plurality of prizes.

40.   (New) The method of claim 28, wherein said customization includes:

customizing a payout input, said payout input indicating a desired amount of payout that said operator wishes to provide back to players of said plurality of differing tournament games in terms of a monetary value of said plurality of prizes.

41.   (New) The method of claim 28, wherein said customization includes:

selecting said plurality of prizes that are to be available in said game redemption system to players of said plurality of differing tournament games;

customizing a payout input, said payout input indicating a desired amount of payout that said operator wishes to provide back to players of said plurality of differing tournament games in terms of a monetary value of said plurality of prizes; and

customizing a prize cost for each of said plurality of prizes in terms of said prize credits winnable by playing said plurality of differing tournament games, wherein said prize cost is determined in accordance with said desired amount of payout.

42.   (New) The method of claim 28, wherein said customization includes:

customizing a payout input, said payout input indicating a desired amount of payout that said operator wishes to provide back to players of said plurality of differing tournament games in terms of a monetary value of said plurality of prizes; and

customizing a prize cost for each of said plurality of prizes in terms of said prize credits winnable by playing said plurality of differing tournament games, wherein said prize cost is determined in accordance with said desired amount of payout.